

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Kualitas produk, Harga, *Store atmosphere* dan *Word of mouth* terhadap Keputusan pembelian sepatu pada *Brother Store*, Sidoarjo.

Populasi dalam penelitian ini yaitu pembeli sepatu yang berada pada *Brother Store*, Sidoarjo. Teknik pengambilan sampel menggunakan *probability sampling* dengan jumlah sampel sebanyak 102 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 20.0 (*Statistical Product and Service Solution*).

Hasil penelitian menunjukkan secara simultan bahwa Kualitas produk berpengaruh signifikan terhadap keputusan Pembelian. Secara parsial Kualitas produk berpengaruh signifikan terhadap Keputusan Pembelian sementara Harga, *Store atmosphere* dan *Word of mouth* berpengaruh tidak signifikan terhadap Keputusan Pembelian.

Kata Kunci : Pengaruh Kualitas Produk, Harga, *Store Atmosphere* dan *Word of Mouth* Terhadap Keputusan Pembelian

ABSTRACT

This research aimed to examine the effect product quality, price, store atmosphere, word of mouth on the buying decision of shoes at Brother Store, Sidoarjo.

The population was customers who had ever bought shoes at Brother Store, Sidoarjo. While, the data collection technique used probability sampling. In line with there were 102 respondent as sample. Moreover, the data analysis technique used multiple linier regression with the application instrument of SPSS 20.0 (Statistical Product and Service Solution).

The research result, simultaneously, concluded the product quality had significant effect on the buying decision. Furthermore, the product quality partially had significant effect on the buying decision. On the other hand, price, store atmorphere and word of mouth had insignificant effect on the buying decision.

Keyword: Product Quality, Price, Store Atmosphere, Word OF Mouth.